

December 3, 2008

Echappe Equipment Press Release

--For Immediate Release--

Echappe Equipment to be at CX Nationals for Race Wheel Rentals

Echappe Equipment will cap its first year of renting race wheels to cyclist with a race- side tent area at the Cyclocross National Championships in Kansas City, MO. Echappe Equipment has been providing cyclists access to high-end race wheels since March 2008 through race day support and [www.racewheelrental.com](http://www.racewheelrental.com). Echappe hopes to follow up its win at the Elite Men's US National TT by customer Jon Chodroff who raced a rental set of Echappe wheels. Other renters have included Olympian Bobby Lea and former US National Champ Laura Van Gilder. Offering tubulars starting at \$25 for the day, athletes of all means will have access to top level racing performance aspects that tubulars provide on the wet, technical course. Athletes can add complete crash insurance for as little as \$25 as well. For the higher end wheels, such as the Shimano Dura Ace, American Classic 58s and 38s, Echappe will have Swiss Stop yellow king pads for sale to get athletes completely set up for a complete ride. All wheels will have Challenge Grifo 32s tubulars glued to them in the traditional "Belgian Style" ensuring optimum cornering at low tubular pressures.

Advanced reservations are encouraged to ensure your wheel use at the event. All reservations are first come-first serve. All major credit cards and cash are accepted.

Look for Echappe Equipment's traditional light blue banners at its location in the [general parking lot](#). All tubular race wheels, alloy and carbon, will be immediately available starting Wednesday night, December 10, 2008 for pick up. To ensure a quick set up, please make your reservation online at the [Cyclocross page](#) or by calling 347-404-5315. Rentals range from \$25 to \$100.

Echappe's Cyclocross highlights stem from one very impressive season by Laura Van Gilder. Van Gilder has podiumed UCI events including Whitmore's Cup (LI), Day 2; USGP Rounds 1 & 2, (Louisville, KY) (plus the "most aggressive rider" award on day 2!); Cycle-Smart Int'l (MA) Day 1; Java Johnny's Int'l (OH); and Bio-Wheels Harbin Park GP (OH). Van Gilder has used different wheels and tires for these races, choosing the set up that is best for the conditions. "Echappe Equipment has given me the opportunity to have a complete selection of tires and wheels for every course and condition that has been thrown at me in my rookie season of cross," Van Gilder says. "I would not have been able to afford this extensive variety without their sponsorship. I believe that tire and wheel choice are one of the most important decisions to guarantee success, Echappe has given me an advantage by providing the best equipment to get me great results." Echappe Equipment provides athletes the opportunity to use high-end cycling wheels and equipment through a unique rental program. This program gives athletes the chance to experience the benefits of equipment that would otherwise be inaccessible to them. This business model fills a large gap within the world of competitive cycling. Elite equipment is prohibitively expensive to athletes who are unwilling to buy or uncertain about their level of commitment when the activity is so costly. Consequently, Echappe's rental program provides the best of both worlds; the customers will be able to experience high-end equipment benefits while not being pressured into buying the product. As one of our satisfied customers posted on our [Facebook page](#), "Wheels are the most advantageous upgrade a racer can add to their bike but unfortunately any high-end wheel worth its weight is very expensive. Echappe not only offers a low-cost way of getting into a carbon tubular wheel for a big race but also an excellent means of testing a few different brands/set-ups to find the one most suitable to your needs."